



Market Development and Education

The Iowa Corn Promotion Board® (ICPB) reinvests 70% of the checkoff funds it collects in market development and education. The two go hand in hand. The best way to enhance grower profitability is to create new demand for corn. And generating new demand takes trust and understanding. That's where education comes in.

Building Trust Helps Grow Corn

From 2001 to 2022, ICPB spending on education grew from \$436,836 to \$5.29 million. Economic models show that should have corresponded to a 122% increase in Iowa corn usage. However, Iowa's overall **corn use grew 172%** over that 20+ year span, led by an **800% increase in corn use for ethanol**.¹

- From 2001 to 2022, corn use in states other than Iowa rose 38%.
- Iowa's growth rate in corn use outpaced other states' rates by 453%.

Corn checkoff investments in education and outreach contributed to that growth for Iowa's farmers.

Education & Outreach

At local events, field days, STEM and sporting events, and through social and traditional media, Iowa Corn educates consumers and farmers about corn and its impact on everyday life.

A sampling of those efforts include:

- Iowa Corn Day at the Fair
- Iowa Ag Literacy Foundation
- Field days highlighting water quality and conservation practices
- Unleaded 88 promotions
- Collegiate Advisory Team (CAT)



SCAN TO LEARN MORE
ABOUT ICPB AND HOW
IT'S INVESTING
CHECKOFF FUNDS.